

Why Are You Here?

The real reason why we're here is to acquire a skill so that we can get a job as a copywriter

But, philosophically, why are you here?

Understand that everything in life comes down to your purpose.

We're here on this planet, given the gift of consciousness

Ponder about this, why do you want to be a copywriter?

Jonathon's answer:

Because it is organized communication

"I wish I could articulate this idea to a group of people, potential customers/employees/investors"

Interaction with spouse or friends, articulating what's in your mind effectively, gives us an Archimedes lever.

Archimedes lever = "Give me a long enough lever and I can move the world"

So, what are the skills that help in every facet of our lives?

Communication = the ability to articulate thoughts in an organized way so other people come to your reality.

Businesses pay copywriters because companies have a product, they want to articulate to consumers or potential clients why this product or service will help their lives.

Copywriters know how to articulate to a customer most efficiently.

You're going to get frustrated, you'll always start with not being good at something.

This course will take you through Beginner, intermediate, and super-advanced topics.

Businesses pay for these services, copywriters are the brain and voice of the company.

Questions:

What is your big purpose for learning copywriting?

What do you consider copywriting to be for?

Value-Giving Machine

Why do you want to learn about copywriting?

It's to contribute to society

product/service/education = value to another human

What is the value our client is giving to the world?

It's important to know exactly what it is, to be able to write about it.

Articulate value to the world

Think like the business owner

A person that has a problem, hungry/sad/location → Business creates a solution → in exchange customers give the businesses money

A business is a value-giving machine

Copywriter? Understands what is the value the business is going to give to the customer.

But

More importantly, what type of value are they giving to the customer?

It can be:

- Products
- Services
- Education

Ask yourself when you're learning about businesses: what value are they providing? Who is this audience that has this problem?

Questions:

What does a product represent to the customer?

Should you judge the value of a product personally?

